

Top DJ's helping '78 Radiothon set

By Kevin L. Hoover

The KOHL Radio Club will put on its Third Annual Radiothon in the cafeteria lobby Dec. 4-7. Organized by broadcasting students for fun and profit, the event is designed to publicize the station and generate funds for the club through pledges and donations.

The main attraction of this year's Radiothon will *not* be watching former part-time instructor and somnambulant disc jockey Rick Stephenson unravel over a 73-hour stretch at the microphone, as he did for the first two radiothons. Rather, celebrity DJ's from top stations around the Bay Area will contribute their prestige and abilities in more humane four-hour shifts.

The campus station will remain on the air throughout the four-day event, with members of KOHL's own student DJ corps augmenting the line-up during the wee hours of the night.

Broadcasting students have played a larger role in organizing the upcoming Radiothon than in past years. "I lined up most of the AM jocks who will appear," explains Mark Carbonaro, a relatively recent additoin to the KOHL staff who has had experience in the AM field, "while Kacey McCovey (late of KSJO) signed the FM people."

Carbonaro hopes the celebs will lend recognition to KOHL not only in Fremont and Newark but throughout the Bay Area. "Hopeful they'll be mentioning their participation in the Radiothon over their own stations." Between events such as this and the upcoming power increase, KOHL staffers hope to push the station into the major leagues of broadcasting.

The more immediate benefit of the Radiothon will be to swell the all-but-depleted account of the Radio Club. Last year, over \$800 came in through donations and

pledges by those wishing to hear their music and/or their names on the air. That money was spent on

equipment to make life easier for DJ's, as well as publicity projects such as bus advertisements and window stickers. Radiothon organizers are banking on the drawing power of the well-known DJ's to boost participation on this year's

event. Meanwhile, the club has resorted to interim fund-raising endeavors such as a bake sale, football game concession stand, and an impending flea-market sell-off.

In previous years, the audio quality of the Radiothon suffered from a poor telephone link between the cafeteria and the hillside station. Striving to do justice to the names appearing on this year's event, the Radio Club has arranged for installation of a high-fidelity remote line in the cafeteria, through the good offices of member Craig Wright.

The 1978 KOHL Radiothon has been timed to coincide with the gala two-night disco dance slated for December 8 and 9, making the first week of December one to remember for Ohlone. Like the disco extravaganza, campus clubs, students, and faculty members are encouraged to participate in the Radiothon in any way they can.

10 - 7

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